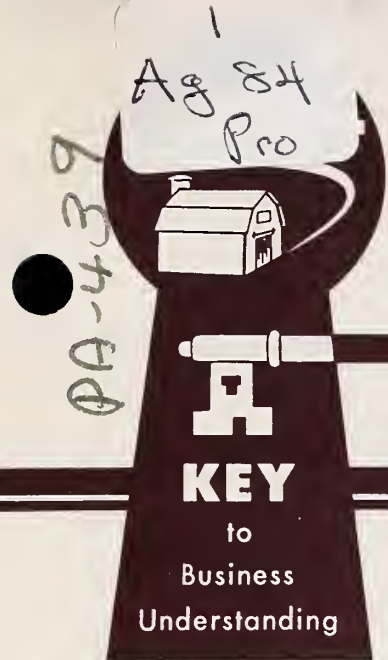


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Town and Country

BUSINESS PROGRAM

GUIDE TO COUNTY PLANNING

A Supplement to Extension Workers' Guide



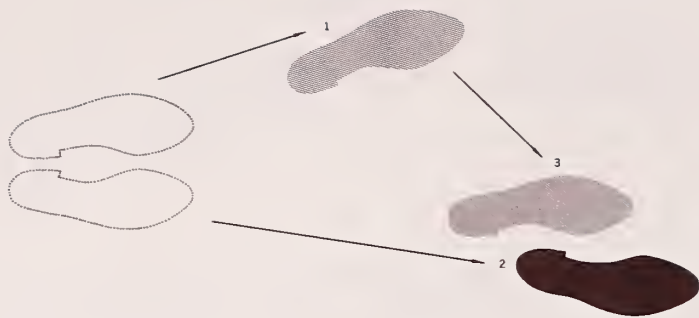
First Step

County Extension Staff Planning

PURPOSE: To explore the program and initiate county planning procedures.

The first step in County Planning involves a Conference of County Staff Personnel, which could include representatives of State 4-H Club Staff and/or Marketing Specialist.

- Decisions to be made:
Are we interested in having a Town and Country Business Program?
Who on County Staff will be responsible for program?
What type of participation is best for our county?
For example:
All boys or all girls
Combination of both
Age groups to be reached
Will this be joint effort between Agriculture & Home Economics
- Decide on one or two business leaders who might be interested in participating in Second Step of Planning.
- Develop a strategy for creating interest among key people.
Don't simply send out notices for the meeting described in the Second Step. It takes person-to-person interest building at this point.
- Who from State 4-H and/or Marketing Staff can help implement the Second Step?
- What kind of evaluation should we build into program?
- Consider and arrange time and place for Second Step Meeting.



State Marketing Staff

Helpful in suggesting business firms and a good source of marketing ideas.

What to do in second step of planning meeting

Further Understanding of Program

Explain purpose of this planning committee. Be sure those invited understand the Town and Country Business Program. (Use Slide Set A — Introducing Town and Country Business Program.)

Second Step Planning With Local People

PURPOSE: To introduce the program to representatives of selected interest groups. Determine reaction to program and gain support.

Who to involve in second step of planning meeting

Local conditions will determine extent of representation and involvement from the following groups.

Extension Personnel

Person or persons from County responsible for program.

Business and/or Civic Organizations

One or two representatives of Business or Civic Organizations (possibly Chamber of Commerce representative).

Youth

One or two boys and/or girls who can be counted on for participation and leadership, and represent the views of youth toward the program.

Leader or Leaders

Possible representation from following groups:

One or two people from the County Leaders Organization

Junior Leaders

Member of County Extension Committee

One or two potential organizational leaders

Parents

One or two parents to obtain their reaction to the program.

School Counselor

When available and interested.

State 4-H Club Staff

Helpful with organizational procedures in getting first group started.

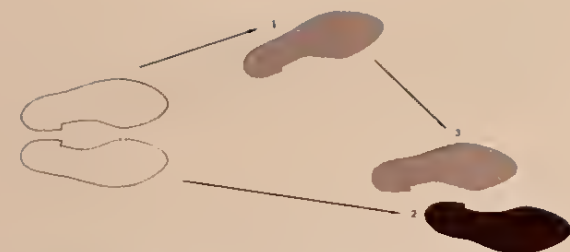
EXAMPLE OF OPERATING IN ALLEGHENY COUNTY

COUNTY Allegheny

EXTENSION AGENT HAVING PRIMARY RESPONSIBILITY Jack

ORGANIZATIONAL LEADERS Clair K. Sparks
Patrick Flaherty

| Meeting Date | Key Point Topic | Key Visit Date | Firm Part |
|--------------|-----------------------------|----------------|-----------------------|
| April 4 | General Meeting | none | Extension |
| April 25 | What Marketing Means To You | none | Extension |
| May 9 | Wrapping It Up to Sell | May 22 | Fort Pitt |
| June 6 | Standards & Grades | June 20 | Armour and |
| July 13 | Processing Improves Living | July 13 | H. J. Hei |
| Aug. 7 | Sales & Service | Aug. 23 | Sears Roebuck |
| Sept. 6 | Wholesaling | Sept. 21 | Morrison & McCluan |
| Oct. 3 | Retailing | Oct. 18 | Kaufmann's |
| Nov. 1 | Transportation | Nov. 14 | Baltimore & Ohio Rail |
| Jan. ? | Assembly & Storage | Jan. ? | Meadow Go |
| Feb. ? | Finance and Risk Bearing | Feb. ? | Mellon Tr |
| March ? | Summary Meeting | ? | |



Second Step Planning With Local People

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State 4-H Club Staff

Helpful with organizational procedures in getting first group started.

State Marketing Staff

Helpful in suggesting business firms and a good source of marketing ideas.

What to do in second step of planning meeting

Further Understanding of Program

Explain purpose of this planning committee. Be sure those invited understand the Town and Country Business Program. (Use Slide Set A — Introducing Town and Country Business Program.)

Create Interest

Review needs for this type of program in the county. Tell some of benefits to youth, to business and to Extension.

Discuss Membership

Consideration of these criteria:

As part of community club.

Within established 4-H Club framework.

With Y.M.W. Groups.

In cooperation with school system.

Combination of 4-H and non 4-H groups.

Others: in cooperation with Grange, Boy Scouts, Girl Scouts, etc.

Caution: Keep numbers small enough so group can be handled successfully on Key Visit — 25 to 30 recommended.

Consider Leadership

Organizational

Discuss type of organizational leadership needed — if not already selected, get suggested names of potential organizational leaders and make arrangements to contact them.

Business

Suggested Leaders to be discussed at this first meeting. Business Leaders to be determined as operating schedule is completed.

Junior

Junior Leaders, if available can be most helpful.

Develop Tentative Operating Schedule

(See example in center.)

Key Points to Cover

Make list of Key Points as determined by planning committee along with suggested dates for meeting and visits.

Length of Program (*no specific requirements*)

To be determined on basis of interest and number of business firms available.

Refer To and Review

Leaders' Guide

Extension Workers' Guide

Management Guide Book

Secure Organizational Leader or Leaders

At this point, select from group or secure elsewhere. Ideas for procedure can be found in Extension Workers' Guide.

How to get the job done

Plans for Contacting Business Firms

Luncheon Meeting of Firms Involved — not essential, but idea gaining in popularity.

Personal Visits

Procedure for Acquainting Youth

Personal Contact — (*by County Staff - Organizational Leader - Junior Leader*)

EXAMPLE OF OPERATING SCHEDULE AS DEVELOPED
IN ALLEGHENY COUNTY, PENNSYLVANIA

COUNTY Allegheny

EXTENSION AGENT HAVING PRIMARY RESPONSIBILITY Jack Paules

ORGANIZATIONAL LEADERS Clair K. Sparks Monroeville, Pennsylvania
Patrick Flaherty New Kensington, Pennsylvania

| Meeting Date | Key Point Topic | Key Visit Date | Firm Participating | Business Leader | Meeting Place |
|--------------|-----------------------------|----------------|---------------------------|--------------------|---|
| April 4 | General Meeting | none | Extension Service | P. Glenn Harr | Chamber of Commerce |
| April 25 | What Marketing Means To You | none | Extension Service | L. V. Rubright | Gateway Sr. H. S. |
| May 9 | Wrapping It Up to Sell | May 22 | Fort Pitt Tomato Co. | Howard E. Reed | Board Room of Allegheny County Farmers Assoc. |
| June 6 | Standards & Grades | June 20 | Armour and Company | Bill Reese | Gateway Sr. H. S. |
| July 13 | Processing Improves Living | July 13 | H. J. Heinz Company | D. C. Rosemeier | Company Facilities |
| Aug. 7 | Sales & Service | Aug. 23 | Sears Roebuck & Co. | Charles Edmonds | E. Liberty Store |
| Sept. 6 | Wholesaling | Sept. 21 | Morrison & McCluan, Inc. | Joe Quinn | Gateway Sr. H. S. |
| Oct. 3 | Retailing | Oct. 18 | Kaufmann's | Miss Lois Anderson | To be announced |
| Nov. 1 | Transportation | Nov. 14 | Baltimore & Ohio Railroad | A. L. Sherry | To be announced |
| Jan. ? | Assembly & Storage | Jan. ? | Meadow Gold Dairies | Jack Hiles | Board Room of D.C.S.A. |
| Feb. ? | Finance and Risk Bearing | Feb. ? | Mellon Trust Co. | ? | Board Room of Bank |
| March ? | Summary Meeting | ? | | | |

Regular 4-H Club Meeting — Y.M.W., Extension Meetings

Schools — Vocational Guidance Counselor

Special Meeting of Youth

Through County or State 4-H Newsletter, other media such as radio, newspaper, T.V.

Develop Program for Each Key Point & Visit

First meeting* — This is first meeting of total youth membership. Hold in Board of Director's Room, or other appropriate location — usually no tour.

Introducing Town & Country Business Program*
(*may want to invite parents*)

What Marketing Means to You

Slide Set

Speaker

Discussion Period

All other meetings of youth — One planning session to develop each Key Point and associated Key Visit.

Key Point Meeting

Program — Slides — Business Leader Discuss Topic

Participation by youth

Meeting Place

Discussion Period

Social Period, if desired

Key Visit

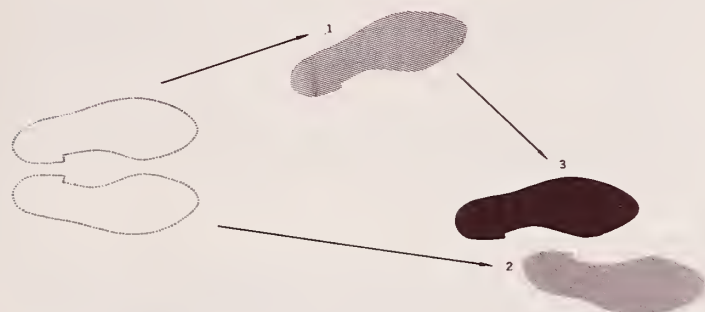
Review the Role of Business Leader

Review Management Guide & Pre-Tour the facilities

Arrange transportation to business firm

Time of Day

* If preliminary meeting not held.



Third Step

Planning Each Key Meeting and Visit

PURPOSE: To plan program and develop procedures for each Key Point Meeting and each Key Visit. This is the outlined procedure.

Who Involved

Organizational Leader & Business Leader with assistance from Junior Leader and Extension Personnel — after organizational leader has had ample training, extension personnel then act as resource people.

